

CLAIMS

1. A method, including steps of

searching for multi-variable information relating to prices by sellers of a selected product, where that multi-variable information includes at least two of the following: a stated price, a coupon or discount applicable to the selected product, a currency exchange rate, a measure of quality for an available item of that selected product, a measure of reputation for a selected seller or manufacturer of that selected product, a shipping cost or type, a tax imposed on purchase of the selected product;

computing an effective price in response to that multi-variable information; and

presenting that effective price in association with that selected product.

2. A method, including steps of

searching for stated prices provided by sellers of a selected product;

searching for discounts available from those sellers, which discounts are applicable to purchases of that selected product;

applying those discounts to those stated prices, whereby an effective price can be computed; and

presenting that effective price in association with that selected product.

3. A method as in claim 1 or 2, including steps of

1 aggregating the information regarding sellers offering the selected prod-
2 uct; and
3 presenting to a potential buyer that aggregated information.
4

5 4. A method as in claim 1 or 2, including steps of filtering information
6 regarding sellers of offering the selected product in response to at least one restriction
7 selected by a potential buyer.
8

9 5. A method as in claim 1 or 2, including steps of obtaining at least
10 some of that multi-variable information from a source other than a potential seller of
11 that selected product.
12

13 6. A method as in claim 1 or 2, including steps of sorting information
14 regarding sellers of offering the selected product in response to that effective price.
15

16 7. A method as in claim 1 or 2, wherein a search restriction is selected
17 by a potential buyer, that search restriction including at least one of: a maximum effec-
18 tive price a minimum measure of quality, a minimum measure of reputation, a mini-
19 mum shipping type, a maximum amount of product ordered.
20

21 8. A method as in claim 1 or 2, wherein at least some of that multi-
22 variable information is entered from an offline source.

1
2 9. A method as in claim 1 or 2, wherein the steps of searching for
3 multi-variable information include steps of
4 searching for a first element of that multi-variable information; and
5 searching, independently of those steps of searching for a first element, for
6 a second element of that multi-variable information.

7
8 10. A method as in claim 1 or 2, wherein those discounts include at
9 least one of: a fixed reduction in price, a percentage reduction in price, a reduction in
10 price contingent on an amount of product ordered.

11
12 11. A method as in claim 1 or 2, wherein those discounts include at
13 least one of: a reduction in shipping cost, an upgrade in shipping type without associ-
14 ated increase in price, and wherein those discounts are either unconditional or condi-
15 tional on an amount of product ordered.

16
17 12. A method as in claim 1 or 2, wherein
18 those steps of searching also include information relating to packages of
19 products including the selected product; and
20 the computed effective price is responsive to a minimum effective price
21 for those packages of products.
22

- 1 13. A method as in claim 1 or 2, wherein those steps of searching also
2 include information relating to products not exactly equal to the selected product.